

UNITED COMMUNITY FUND OF ESSEX AND WEST HUDSON
45 Branford Place, Newark, N. J. 07102

THE PRESIDENT'S "FAIR SHARE" GUIDE

The United Community Fund asks your help in making this year a year of outstanding campaign achievement. Specifically, a new concept of giving has been developed known simply as Fair Share. Fair Share giving by the community at large should enable United Community Fund to carry its Fair Share of the cost of Agency Services.

We, of course, believe that the individual's contribution is a private matter and should be based on conscience and ability to give. The Fair Share Guide has been developed simply to relate the giving patterns of many people. The Guide calls for a 1% of annual earning contribution for executives and $\frac{1}{2}$ of 1% annual earning contribution for employees.

This year's UCF program will put considerable emphasis on the Fair Share concept. The UCF Board of Directors and its staff have already pledged their Fair Share for the coming campaign. We feel that it is not fair to go to the public at large for a Fair Share commitment without the full support of our member agencies, both boards and staff.

We would like to tell the public in early Fall that everyone of our member agencies supports Fair Share. In order to do this, we need your cooperation. Specifically, we have prepared a questionnaire and a sample form letter.

The four part questionnaire is self-explanatory. It simply identifies the board member and his method of giving. In the event that you have a board member who is not currently a UCF contributor, we will very much need his support. We have attached some blank pledge cards to be used in the solicitation of new contributors.

There will be some instances where a board member is included in more than one board. In the event a board member has been contacted through another agency, consider the interview completed. We know this may cause some inconvenience. However, with 115 organizations it's impossible to keep an accurate record of this duplication.

Will you set up a team of volunteers to personally contact your board members? We would hope that these personal visits could be completed by July 1st.

Remember that we need 100% participation from those of us who are "involved" if we are to expect our communities to give us Fair Share support.

June 1968

The purpose of this questionnaire is to ascertain your method support of the 1969 UCF campaign. If you are currently contributing to UCF, will you indicate where. In the event that you are a new contributor, we would appreciate if you would fill out a pledge card and return it along with this form.

1. NAME _____
ADDRESS _____
2. My Fair Share contribution in the amount of \$ _____ will be pledged in the Fall at the location I have indicated.
- A. Through an employee donation plan at my place of business _____ company.
- B. At my home address _____
- C. Other _____
3. I am a new contributor and have attached my pledge card in the amount of \$ _____ for the 1969 UCF campaign.
4. I am a member of more than one Board and have filled out this questionnaire through the _____ Agency.
5. I am willing to make some calls for the UCF and you may have a campaign leader contact us at _____ address _____ phone # _____

PLEASE RETURN THIS QUESTIONNAIRE
TO THE UNITED COMMUNITY FUND AND
COUNCIL, 45 BRANFORD PLACE, NEWARK,
N.J. 07102.

EMPLOYEE'S NAME

SOLICITOR

COMPANY

DEPT.

I AUTHORIZE THE FOLLOWING GIFT TO
BE DEDUCTED FROM MY PAY:

CHECK
YOUR
FAIR
SHARE
GIFT
OR
FILL IN

☐

\$

PER PAY

united community



fund

Fair Share Campaign

BELLEVILLE
EAST NEWARK
EAST ORANGE
HARRISON
IRVINGTON
KEARNY
MAPLEWOOD
NEWARK
NORTH ARLINGTON
NUTLEY
ORANGE
SOUTH ORANGE
WEST ORANGE

SIGNATURE

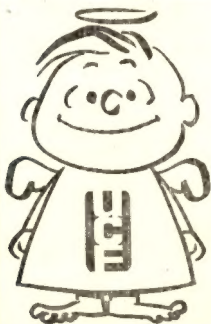
DATE

PAYROLL DEPT. RETAINS THIS AUTHORIZATION UNTIL CANCELLED IN WRITING



GIVING IS A MATTER OF PERSONAL CONSCIENCE AND ABILITY. THIS GUIDE IS TO HELP YOU TO DETERMINE YOUR GIFT.

IF YOUR ANNUAL EARNINGS ARE:	YOUR FAIR SHARE PLEDGE WOULD BE:		
	Per Week	Per Month	Per Year
\$ 2,600.	\$.26	\$ 1.08	\$ 13.
3,500.	.35	1.46	17.50
4,000.	.40	1.67	20.
5,000.	.50	2.08	25.
6,000.	.60	2.50	30.
7,000.	.70	2.92	35.
8,000.	.80	3.33	40.
9,000.	.90	3.75	45.
10,000.	1.00	4.17	50.
12,000.	1.44	6.00	72.
14,000.	1.96	8.17	98.
16,000.	2.56	10.67	128.
18,000.	3.24	13.50	162.
20,000.	4.00	16.67	200.
25,000.	5.00	20.83	250.
30,000.	6.00	25.00	300.



**EVERY
GOOD GUY**

**GIVES THE
UNITED WAY**